**2023 Campaign Strategy Part 1 & 2**

<https://indivisible.org/resource/practical-guide-winning-elections>

<https://www.cbc.ca/news/canada/hamilton/how-to-get-elected-1.4767140>

<https://www.handraiser.com/five-proven-steps-to-win-your-election/>

**Part 1 What Do You/We Stand For**

**Don't just react, stand for something**

Know why you're running. Know what you stand for and how to communicate it.

* For example, the theme of one campaign was "economic development, poverty reduction and prosperity for all." So, every time he communicated, he made it about that.

"Every candidate has a path to victory, it's whether you can find it or not. *You can't run a reactive campaign.* You need to determine what it is that you need to do to win and not run a campaign that reacts to every move of the opponent." Most importantly, "you have to know what you believe in."

If you have a strong sense of community, deliver American flags or go door to door handing out large postcards with a flag on it so people can put it in their windows. Every time they see that they will think of you and your commitment to your community.  If you love to cook, provide a family recipe with a picture of you cooking with your family.

Do you have a hobby you love like building ships in bottles? Show that too and tie it to how you will use that when you are elected.  “Building ships in bottles requires patience and attention to detail. I will use these skills when I’m elected to office.”

*Jeff won because he went door to door all over Andover*

**Part 2 SIGNS**

Money buys signs, advertisements and campaign literature, all necessary for a good campaign

A 2015 Columbia Univ [study](https://alexandercoppock.com/green_etal_2016.pdf) found political signs can in fact make a difference — "somewhere between 1 and 2 percentage points on average," [In races that are especially close](https://www.npr.org/2018/11/03/663709392/why-every-vote-matters-the-elections-decided-by-a-single-vote-or-a-little-more), they might just be the deciding factor.

**The "Ben Griffin" experiment**

Primarily at stake when it comes to signs is name recognition — especially for many local races.

In 2011, yard signs for a fictitious county council candidate "Ben Griffin" were planted on lawns on a well-trafficked street near a school. A survey was mailed out a few days later by the PTA asking respondents to list their choices for the county's at-large council seats. Five real candidates were listed along with the fictitious Ben Griffin and another made-up name. Nearly a quarter of respondents listed the fictional Ben Griffin among their top three picks.

"having some sense of name recognition, having seen a name, having seen multiple signs that convey a sense of viability [and] electability can be useful."

High Point University's 2015 study, says they found that signs without partisan cues actually got the message across better than ones that identified a candidate's party affiliation.

"It seems that just putting your name out there and what you're running for is more effective than actually trying to make a plea for being a progressive or a conservative or a Republican or a Democrat.”

Ex. Ann Crème for BOS – Bring Transparency and Respect in Leadership

Voters have begun to internalize the blue and red party colors that have become popular identifiers in recent years. *"If a Republican is running in a Democratic city, I guarantee that Republican is going to have a little more blue" in their sign.*